## **Franklin County**

## Quit Line Data Summary April 1 - June 30, 2004

April 1 - June 30, 2004	Country	Stata
Number of Calle to Quit Line	County	State
Number of Calls to Quit Line	N = 18	<b>N = 2,932</b> 100.0%
Percent of Statewide Calls	0.7%	
Percent of State Population in County <sup>1</sup>	0.8%	100.0%
	County %	State %
Gender	N = 17	N = 2,604
Female	47.1%	62.4%
Male	52.9%	37.6%
Race/Ethnicity	N = 16	N = 2,203
People of Color	12.5%	12.2%
White	87.5%	87.8%
VIIIIO	07.070	07.070
Age	N = 17	N = 2,425
Less than 18 years old	5.9%	1.8%
18 - 24 years old	0.0%	14.6%
25 - 34 years old	23.5%	22.7%
35 - 44 years old	41.2%	27.4%
45 years and older	29.4%	33.5%
Education	N = 16	N = 2,312
Did not graduate high school	12.5%	20.6%
High school graduate	56.3%	35.9%
Some college/vocational school	25.0%	33.6%
College graduate	6.3%	9.9%
0.11. =	N. 4=	
Caller Type	N = 17	N = 2,700
General Information	5.9%	9.5%
Health care provider	0.0%	4.9%
Tobacco user	94.1%	85.6%
Payer Type	N = 14	N = 1,873
Insured	28.6%	31.1%
Uninsured	7.1%	30.3%
Medicaid	64.3%	38.6%
Heard About	N = 17	N = 2,176
Past caller	11.8%	15.2%
Employer/worksite	5.9%	0.9%
Health care provider	35.3%	31.3%
Television	11.8%	11.0%
Outdoor advertisement (billboard/bus/wall)	0.0%	1.8%
Targeted mailing	0.0%	0.3%
Great Start	0.0%	0.1%
Radio	0.0%	1.5%
Newspaper/Magazine	0.0%	0.4%
Brochure/Newsletter	0.0%	6.1%
Family or friend	23.5%	23.9%
Health Department	5.9%	6.3%
School	5.9%	1.3%

Source: Washington State Department of Health Tobacco Prevention and Control

<sup>&</sup>lt;sup>1</sup> "Census 2000", August 2001 (OFM)

Assessment and Evaluation \* Rate not calculated because number of calls was less than 5.